

MAKING PHYSICAL ACTIVITY AN EMBEDDED PART OF DAY TO DAY LIFE IN CALDERDALE



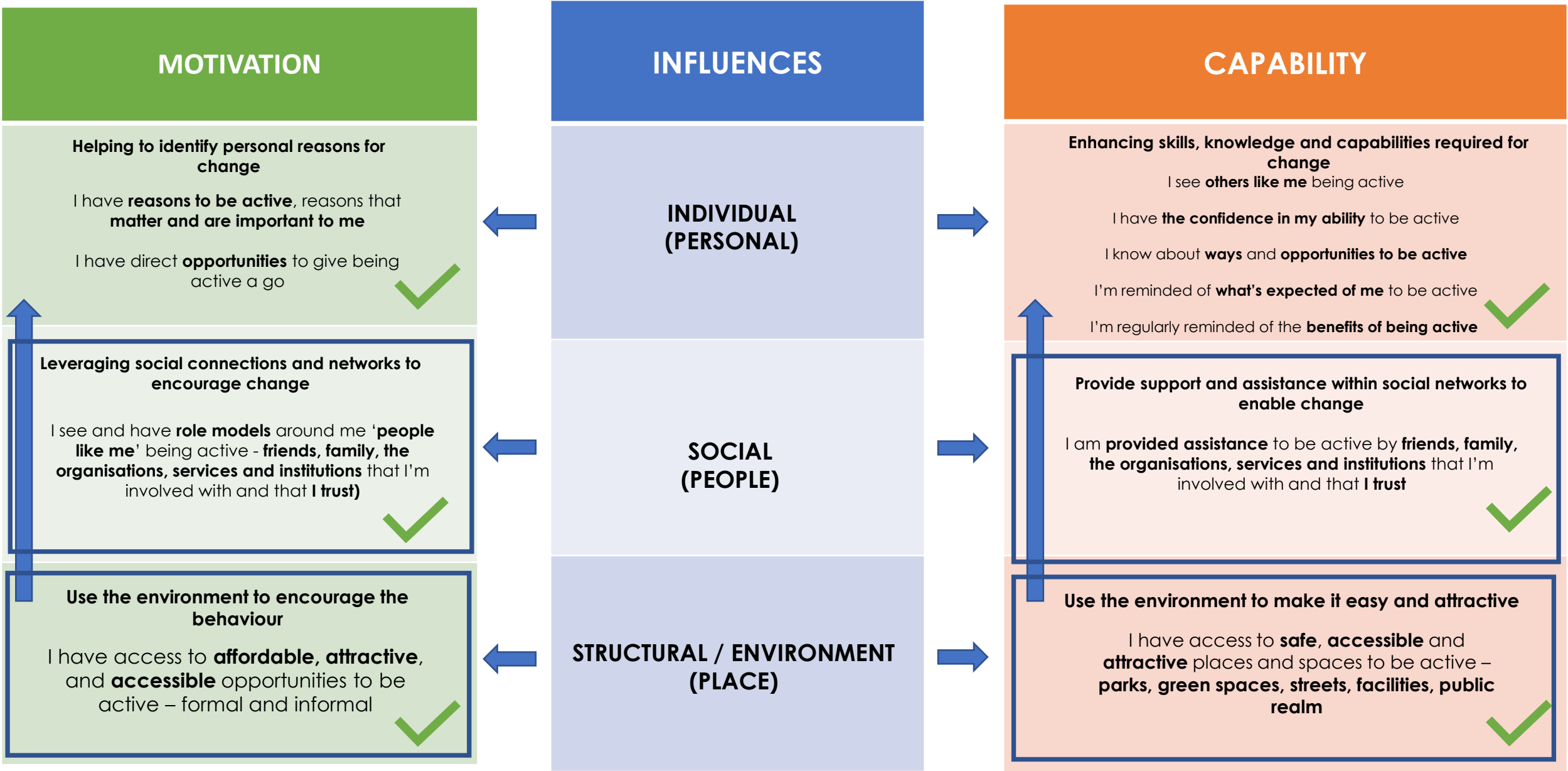
Cultures and practices for wellbeing and physical activity

Richard Croker Active Calderdale Programme manager

16/05/2024

Influencer behaviour change framework

I want to be physically active
I feel I have the ability to be active – physical capability & confidence
I feel I have the physical opportunity, and I’m supported by others to be active



Cultures and practices for wellbeing and physical activity:

There is a culturally inclusive social environment for physical activity.

**General – Within
workplaces**

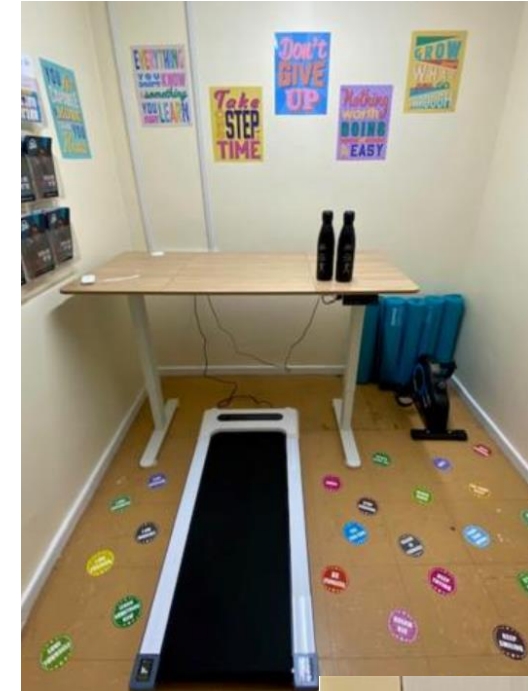
ADULT SOCIAL CARE – ACTIVE WORKPLACES

Changed their policies and processes to embed physical activity promotion into their service delivery

Leading the way being active as a staff team.

We wanted to be able to practice what we preach in terms of being more active. We cleared out an old storeroom and Active Calderdale kindly supported us in purchasing some basic equipment. The team are now able to have walking meetings whatever the weather!

Collette Landsborough - Upper Valley Personalised Long Term Support Team Manager



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General – Within workplaces



VAC is a charity championing, supporting and strengthening the positive impact of the Voluntary & Community Sector (VCS) on local lives and communities. Based in Calderdale, VAC supports organisations across Calderdale and Kirklees.

VAC have updated their Health and Wellbeing at Work policy and the Weekly Wellbeing Hour is a very welcome addition to this

The **‘Weekly Wellbeing Hour’** is the brainchild of CEO Julie Robinson, and as colleagues have been utilising this hour to look after their general wellbeing, which has naturally led to an increase in physical activity.

“Last year, we introduced various initiatives which have resulted in the team becoming more physically active in the workplace. We were keen to take this a step further by providing the opportunity for a dedicated hour a week, taken at colleague discretion, with wellbeing at the core. As a result, some of the team have been utilising this time to increase their physical activity, which naturally has a positive impact on wellbeing.”

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Quality 4 Health + Wellbeing is an accreditation for VCSE groups and organisations delivering health and wellbeing services across the country

Additional criteria for organisation to work towards with support from VAC:

- Supporting staff and members to be physically active

Evidence of:

- Promoting and encouraging physical activity supported by a range of accessible and up to date materials.
- Understanding the amount and type of physical activity people should be doing to improve their health.
- Signposting to opportunities to be physically active.
- Individual service user plans including health promotion and physical activity.
- Providing opportunities for staff, volunteers and service users to undertake physical activity.

Cultures and practices for wellbeing and physical activity:

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Sector integration of physical activity



In the last calendar year, 346 adults and 97 children have participated in at least one physical activity offered by St Augustine's. There have been 268 individual physical activity sessions with a total of 25,000 hours of physical activity carried out during 2023.

Changes to their:

Processes and policies:

As part of their induction process all centre members on arrival are encouraged to share their experiences and what they are interested in from an activity perspective. Including what might make it difficult.

Practices:

Based on the responses to the above they've developed a diverse activity offer to support members to be active.

Developed partnerships with community organisations that can provide activities for their members including leisure services

BARRIERS TO EXERCISE

One of the biggest barriers to centre members' participation in physical activity was the lack of suitable clothing. This led to St Augustine's partnering with local [Sports Centres](#) in Brighouse, Sowerby Bridge and Todmorden to promote a donation drive for second-hand sports clothing. The support from the Sports Centres and the local community was invaluable and has given vulnerable people the clothing needed to participate in physical activity and the physical activity programme.



Cultures and practices for wellbeing and physical activity:

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Noah's Ark Centre

Safe Haven and Place of Hope

Noah's Ark was built to support users' mental, emotional, and financial wellbeing.

They are the largest provider of therapeutic services in Calderdale, helping people overcome the problems they face through a range of services including advice, support, and counselling.

Client Jodi, who isn't working at the moment and has previously suffered from mental health issues, was the first to sign up for the walking group.

Jodi didn't have appropriate clothes for walking on the Moors, however, the barrier breaker fund has meant this is no longer an issue!

- Walking is being used within their 'Budget like a Boss' service. Walking meetings are completed as part of the service.
- Developed a walking group for staff and clients.
- Client waiting room updated to show videos of 'people like me' being active and signposting to local facilities.
- Developed partnerships with local sport/pa/leisure providers to support signposting and creating a culture of physical activity.



Integration of physical activity

users' mental,

of therapeutic services to overcome the problems they face through a range of services including advice, support, and counselling.

and counselling

ess funding for

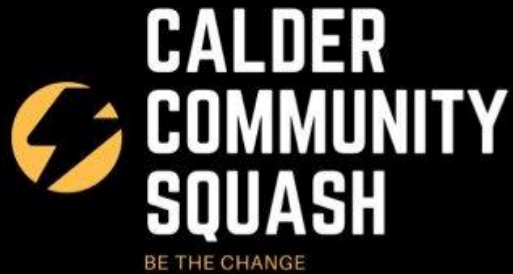
following a course.

active.

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**Strengthening individual
and community capacity**

Squash from the Mosque – taking squash out into the community to provide more inclusive opportunities for people to take part



Shahreen

I got involved in squash via my child, I thought let's get her involved and from this I found out about the squash from the mosque project and was really surprised that I would be able to play squash. I was a bit hesitant to begin with because I had never picked up a squash racket in my life.

Since coming I have become more active and I never thought I would be able to enjoy a sport. I love meeting new people and I really enjoy the game as I feel there's no specific ability, because I was worried that I won't be able to keep up but it's great because you play to your needs. For me it has helped me physically because I do no exercise at all, so I love this opportunity and I'm really enjoying it at the same time. I feel happy and proud of myself as it's a big achievement for me, I'm so grateful to have been given this opportunity and introduced to the game



Thank you for listening!

**Happy to take any questions you
may have?**



Conditions For Placed-Based Working: Cultures & Practices

16th May 2024

Hannah Wood - The Active Wellbeing Society (*Birmingham and Solihull LDP*)

Naseem Akhtar – Saheli Hub (*Birmingham*)





Our Mission

Tackling inequalities and removing barriers to better enable the least active people to become active, healthy and happy.



Our Vision

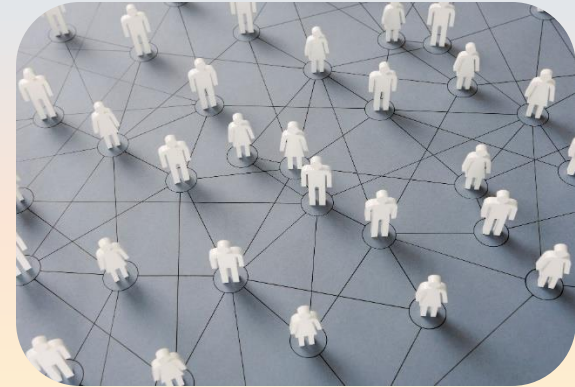
Using physical activity, guided by innovation, collaboration and insight to do the social knitting required to create stronger and more resilient communities.

Key Outcomes – our ways of working

Working with unusual suspects



Using a whole system approach



Co-creating resilient communities



Distributive leadership & collaboration





Conditions for place-based working: Cultures & Practices

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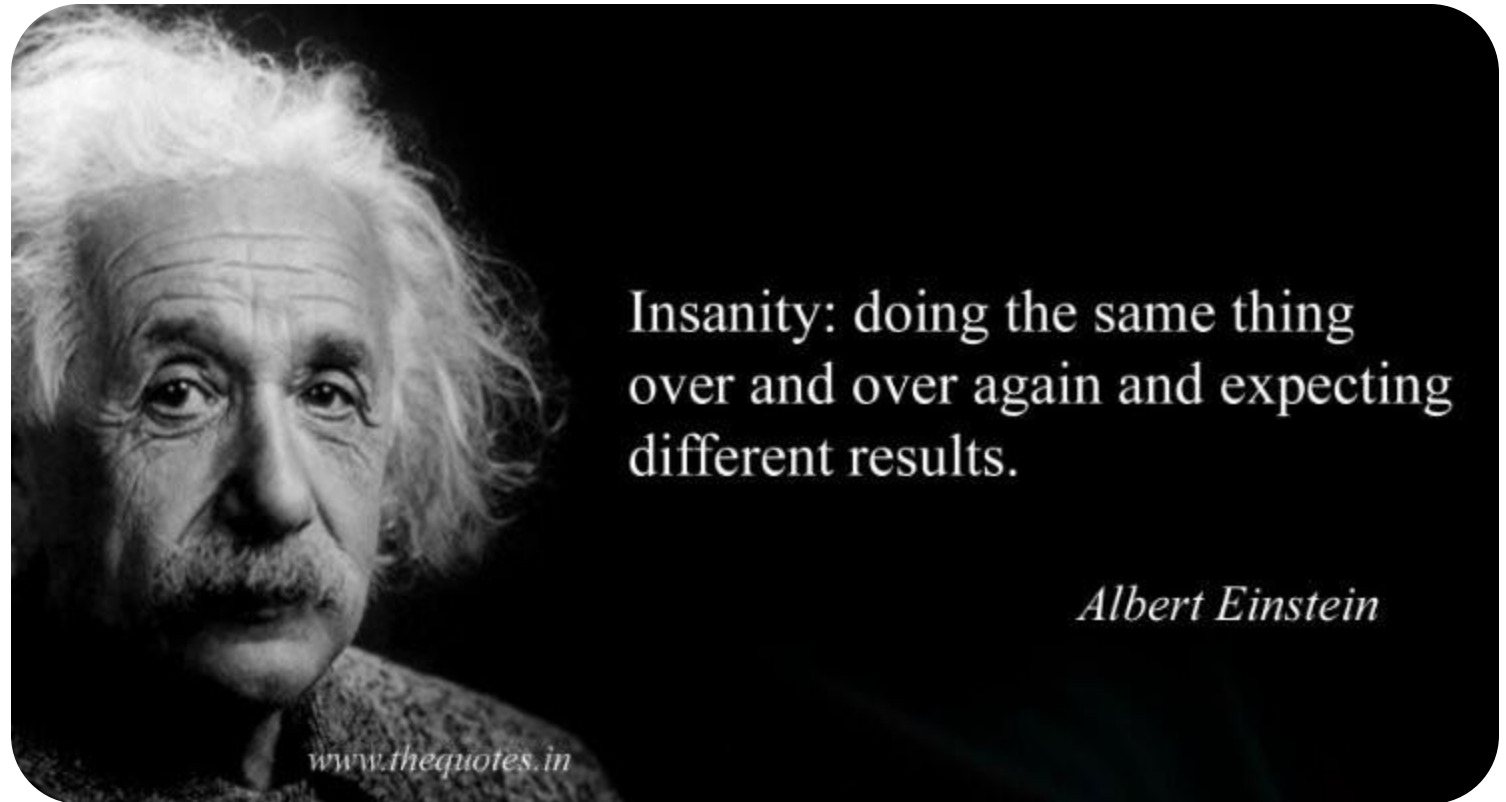


sāhēlī hub

Saheli Hub is a friend dedicated to improving community health and wellbeing by providing innovative services and solutions that educate, motivate, inspire and empower

To tackle long term
inequalities...

Requires system challenge –
Top to Bottom



Insanity: doing the same thing
over and over again and expecting
different results.

Albert Einstein

www.thequotes.in

LDP Mission: Holistic Interventions

Key: Working with the unusual suspects

Working culture:

- Asian women do not like sport and physical activity
- Trying to change a community that has been 'ignored' for decades
- Challenging my own community perceptions and engagement
- No access to local provision & funding - Biggest Sports Centre on the edge of the neighbourhood

Sport & physical activity:

- Elite sport
- Working with the already active
- Being done to not with (hand me down excuses)
- Silent majority where our voices are not heard
- Health sector does not work with the sports and physical activity sector – silo working

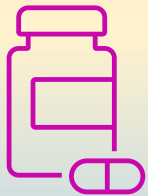
Balsall Heath 1998



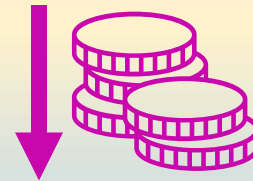
Life expectancy:
Men worse than
women



Decades of inequality, social
deprivation, poor health outcome,
poor education and skills



A decade lost - popping
pills and injections...
'doctor knows best'



Plunging a family into a
cycle of poverty

Answer: Regular local physical activity & culturally appropriate diet advice & guidance - simple?

Where to start?

- You need to go to the communities - they don't know you want them through your door. Make the connection and develop that partnership = TIME.
- Work with organisations who are trusted and based within that locality/community.
- Second to your organisations or base your employee within the community/trusted organisations.
- Deliver what they need – not what you think is right - meet them where they are at.
- Develop, nurture and grow your own from within that community
- *'If I can't see it - I can't be it'; 'If I can't show, it I can't grow it'*

Creating opportunity for all

Get the offer for those least likely to participate right – the rest will follow

Women ONLY where needed (age appropriate/ability/socio economic)

Cost

Opportunity

Confidence

Level/ability

Delivery with communities not 'to' communities

Cutting the 'red tape' (rules) *You have to do it this way*

Information/knowledge is key to make informed choices

Marketing & messaging should be clear and reflective of who you want to engage

Holistic Interventions

- Referral pathways and community interventions to reduce loneliness and isolation and increase activity.
- Co-creating activity pathways with Primary Care Networks, GPs and patients within local community assets and spaces.
- Start where people are at – art, knit and natter, chair-based exercises, gardening etc



Pioneering partnership
& delivery differently
across all sport &
physical activity



TRY-ATHON!

Like a Triathlon...

But for all abilities

Swimming, Cycling & Running



TRY-ATHON 2022





COVID-19 survey

I wish I had learnt Because during lock down

I don't want anyone to see me on a bike....

Cycling for women – Highest rise

Growing our own leaders - Seeing is believing

More and more women wanted to cycle



Saheli Cycling Club

31 Jul 2017 • 🌐

This time last year a Peak District cycling trip was organised; 13 women took part and cycled a total of 23 miles. Wednesday 2nd August 2017 will mark year two for the Saheli group of women. We will be tackling 26 miles in total. Here's hoping for good weather 😊😊😊

Shaila
Ride Leader



👍❤️ Vanessa Morris and 12 others



13



2



2

Women were getting
bored cycling round and
round in parks

They wanted to explore
the city and further
afield, Tissington – Peak
District

Women wanted their
freedom and
independence

If you can't see it, you
can't be it...



Velo 2019 – 3rd time lucky - Ramadan Special



Saheli Hub have taught over 3,000 women to ride a bike



Holistics Interventions: Pioneering, Innovating & Delivering

Starting as a small-scale pilot with one GP surgery to now five years later...



42,076

Attendances in physical
& social activities



94%

from Global Majority
Backgrounds



89%

from IMD
Quintiles 1 & 2



92%

Female



5,300

Unique participants



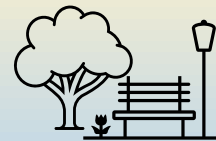
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Wellbeing Sites



9

GP Surgeries



4

Parks

Working with those who are
isolated, lonely and least likely
to participate in physical activity
& sport in the most deprived
areas of Birmingham

Embedding Sport & Physical Activity as a lifestyle

- ✓ Understand your community and give them what they want – what they really, really want!
- ✓ Go to where they are at – they won't come to you.
- ✓ Start at their level
- ✓ Build relationships with the community you want through your door.
- ✓ STOP Imposing your models: Short term-ism (summer, winter, 6 weeks)
- ✓ Mentor, grow or train up a reflective workforce
- ✓ What works - personalised care/1-2-1 support/for local people by local people
- ✓ Generational shifts – take generational funding/support
- ✓ STOP funding National Bodies (40% NB- 60% to direct delivery organisations)
- ✓ Create a win–win situation for all



We've even let men join.....



Thank you for listening!

